



Southern California Edison Company's new official signature, or trademark, is now appearing on its trucks, as shown above, equipment, office windows, publications and advertisements.

Same Company, Only Name Is Changed, Edison Says

"It's the same company, same name—only its signature has been changed," L. E. Jenkins, area district manager for Southern California Edison Company, says in reply to questions about the "new look" on Edison trucks and advertisements.

Cause of the queries, Jenkins said, is that Edison is now putting its newly designed official signature, or trademark, on its trucks, office windows, publications and advertisements.

The new trademark has Edison's initials, SCE, arrayed so they appear to be a three-pronged electric plug and closely identify the company with its electric service product.

The district manager said the new emblem was selected because of its contemporary design. Using strong, simple lines, it projects

"stronger feelings of Edison's modernity, progress, strength and dependability." Edison's new signature was designed by Jerome Gould and Associates of Los Angeles, an award-winning industrial design and corporate image counseling firm. It replaces the familiar script "Edison" emblem which has been in use many years.

A volunteer speakers bureau for "Yes on No. 23" for State, Senate reapportionment was organized Sept. 20 at a luncheon meeting at the Biltmore Hotel, Los Angeles. Some 50 business, professional, civic and labor leaders assembled to offer their services as speakers to bring the facts on Proposition No. 23 to the people of Los Angeles county.

Torrance Couples Dine At Nearby Restaurant

Having a continental dinner with friends at the Pen and Quill hotel-restaurant in Manhattan Beach were Mr. and Mrs. Philip Knauer of Hollywood Riviera. Guests of honor were Mr. and Mrs. Bruce Williams, who are visiting here from Tulsa, Okla.

A foursome enjoying dinner together at hotel-restaurant recently were Mr. and Mrs. Paul M. Clark of Torrance and Mr. and Mrs. Harold Conaghy of Hollywood Riviera.

HERE COMES A TRAIN

Whether driving or walking, says the Automobile Club of Southern California, a railroad crossing can prove extremely dangerous. The motor club warns against hurrying across railroad tracks immediately after a train has passed. Remember, a second train may be coming from the other direction.

Area Teen-agers Named As Merit Semi-finalists

Six South High School students have been named semifinalists in the annual National Merit Scholarship competition, according to word received by Torrance school officials.

Scoring highest grades on the test were James Marshall, Larry Karr, Pat Palmquist, Richard Stieg, Sue Steele, and Richard Wilcox. South's principal, John A. Lucas, noted that six contestants in the semifinals of the competition is considered outstanding for one school.

The qualifying exam is a test of educational development. Given in more than 16,000 high schools last March, the test is used to determine the top one percent of high school seniors. Local semifinalists will take another rigorous exam-

ination, the three-hour Scholastic Aptitude Test of the College Entrance Examination Board, to be given in testing centers throughout the country, on Dec. 1.

South's winners will be in line for top scholarships at leading colleges and universities.

Winners at other Torrance schools include: Bishop Montgomery — Barbara Weaver.

Torrance High School — Floyd Ault.

North High School — Peter J. Gregora, Irvin L. McClendon and Sinclair Cleveland.

TRAFFIC JAM

The Los Angeles Chamber of Commerce predicts two million more motor vehicles on Los Angeles metropolitan area roads by 1970.



SOUTH HIGH SCHOOL'S national Merit Scholarship semi-finalists are (l-r) Rick Wilcox, Lawrence Karr, Pat Palmquist, Sue Steele, Jim Marshall and Rich Steig. They inspect college catalogs under eye of John Lucas, South High principal.

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